

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Strategic Media Placement
Attention: Whitney Eversole
7669 Staggers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 583734 /		<u>Alt Order #</u> 07913435
<u>Product</u> PHILLIPS/MS COURT		
<u>Contract Dates</u> 10/17/12 - 10/27/12	<u>Estimate #</u> 2950	
<u>Advertiser</u> Phillips,F/MS Sup Court		<u>Original Date / Revision</u> 10/30/12 / 10/30/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	METRC	10/17/12	10/19/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$350.00			
2	METRC	10/22/12	10/26/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$350.00			
3	METRC	10/17/12	10/19/12	CBS This Morning	7-9am		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$150.00			
4	METRC	10/22/12	10/26/12	CBS This Morning	7-9am		:30			NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$150.00			
5	METRC	10/21/12	10/21/12	WREG-TV News 3 @ 5pm (S5-6pm			:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	METRC	10/15/12-10/21/12	WREG-TV News 3 @ 5pm (S5-6pm		-----S	:30		\$300.00	NM		
			See MG 5.2									
	2	METRC	10/23/12-10/23/12	WREG-TV First News @ 4pm 4-5pm		-Tu-----	:30		\$300.00	NM		
			Ⓜ MG for 5.1 10/21									
6	METRC	10/20/12	10/27/12	WREG-TV News 3 @ 6pm (S6-6:30pm			:30			NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$300.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	METRC	10/15/12-10/21/12	WREG-TV News 3 @ 6pm (S6-6:30pm		-----Sa--	:30		\$300.00	NM		
			See MG 6.3,6.4									
	3	METRC	10/27/12-10/27/12	News Channel 3 Daybreak	6-9am	-----Sa--	:30		\$150.00	NM		
			Ⓜ MG for 6.1 10/20									
	4	METRC	10/27/12-10/27/12	News Channel 3 Daybreak	6-9am	-----Sa--	:30		\$150.00	NM		
			Ⓜ MG for 6.1 10/20									
Week:		10/22/12	10/28/12	-----S-				1	\$300.00			
E 7	METRC	10/20/12	10/27/12	Informed Sources	630-7pm (Sa)		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Phillips,F/MS Sup Court		<u>Original Date / Revision</u> 10/30/12 / 10/30/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	-----S-				1	\$200.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	METRC	10/22/12-10/28/12	Informed Sources	630-7pm (Sa)	-----Sa--	:30		\$200.00	NM		
	Credited											
	Credited - Moved \$ to EST # 3099											
8	METRC	10/17/12	10/19/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$500.00			
9	METRC	10/22/12	10/26/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$500.00			
10	METRC	10/20/12	10/27/12	News Channel 3 Daybreak	6-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$150.00			
Week:		10/22/12	10/28/12	-----S-				1	\$150.00			
11	METRC	10/21/12	10/21/12	CBS Sunday Morning	8-9:30am		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$350.00			
12	METRC	10/22/12	10/22/12	WREG-TV News 3 @ 530pm News at 530pm (M			:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	M-----				1	\$1,000.00			
13	METRC	10/17/12	10/19/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--WTF--				3	\$450.00			
14	METRC	10/22/12	10/26/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	MTWTF--				5	\$450.00			
15	METRC	10/20/12	10/20/12	Criminal Minds Sa	1105p-1205a		:30			NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$110.00			
16	METRC	10/20/12	10/27/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$400.00			
Week:		10/22/12	10/28/12	-----S-				1	\$400.00			
17	METRC	10/21/12	10/21/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				1	\$500.00			
18	METRC	10/24/12	10/24/12	WREG-TV News 3 @ 530pm News at 530pm (M			:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/22/12	10/28/12	--W----				1	\$1,000.00			
Totals											46	\$16,760.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/27/12	46	\$16,760.00	\$14,246.00
Totals	46	\$16,760.00	\$14,246.00

Signature: _____ Date: _____

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